

Western Region

Marketing, Operations, and Public Affairs Division



MISSION

Western Region Marketing, Operations and Public Affairs (MOPA) Division provides marketing, recruiting, analysis and public affairs support to enhance the ability of assigned subordinate units to contract and commission the desired populations of Army ROTC cadets IAW established policies and procedures.



MOPA Division METL

- **Conduct Marketing Operations**
- **Assist subordinate units in Recruiting and Retention**
- **Conduct Staff Operations**
- **Conduct Public Affairs Operations**
- **Sustain the Force**

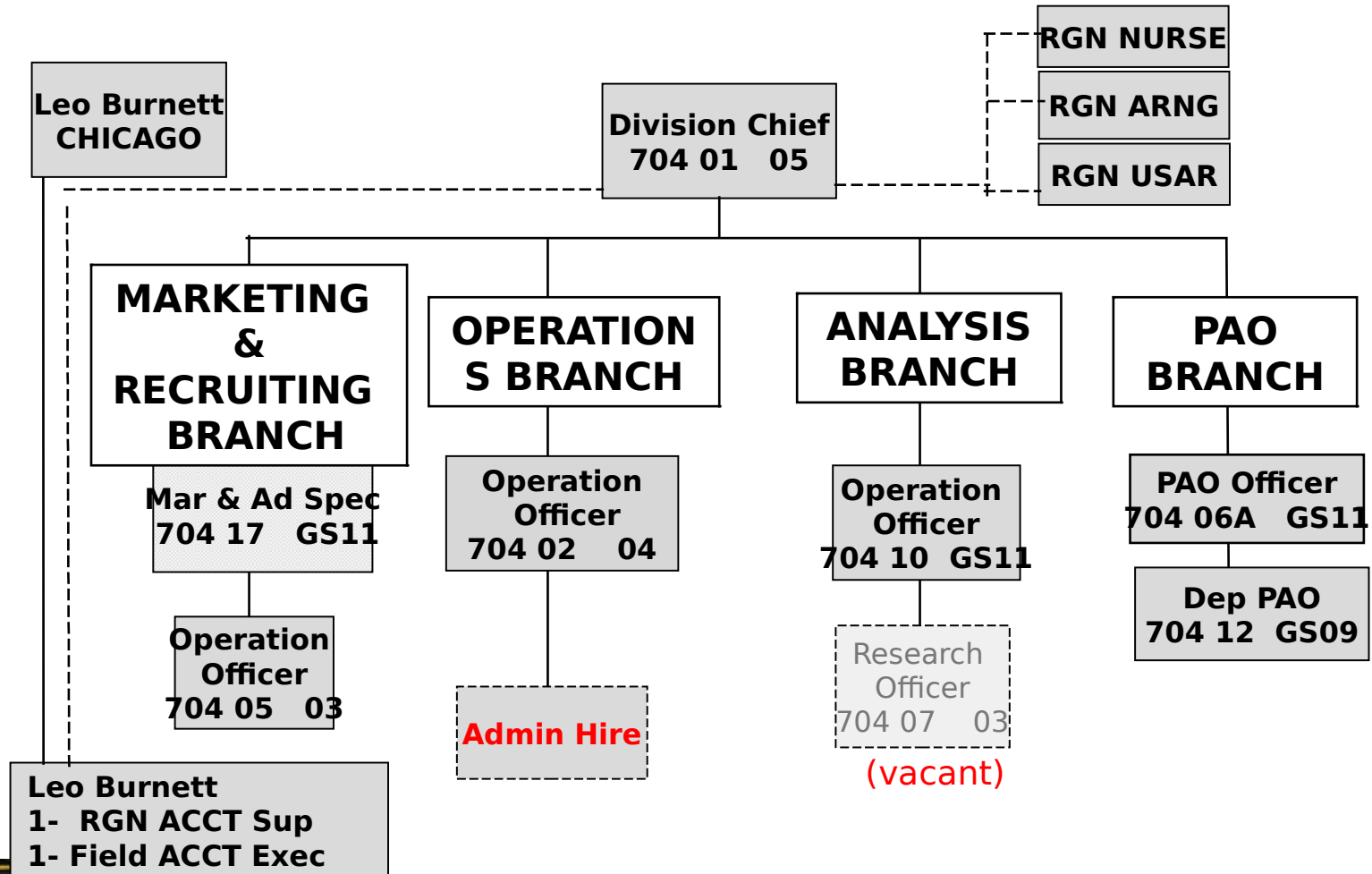


MOPA Priorities, SY0405

- 1. Enhance the ability of brigades and battalions to “make mission”**
 - a. “right-sizing” their missions – targeted and overall
 - b. getting “buy-in” to making contract mission
 - c. promoting retention
 - d. improving ROO proficiency
- 2. Integrate REAPs and recruiting/marketing operations through:**
 - a. monitoring scholarship allocations and usage
 - b. monitoring LTC allocations and usage
 - c. promoting brigade ROO operations
 - d. leveraging Accession Command events and tours
- 3. Conduct quality, calibrated, comprehensive Command Inspections**
- 4. Restore local advertising resources for battalion-level allocation**
- 5. Improve Public Affairs operations, and integrate the “PA” into the “MO”**
- 6. Monitor Region’s accomplishment of CG’s FY 05 Command Objectives**
- 7. Manage MOPA internal personnel transition**
- 8. Provide quality support to Warrior Forge 2005**
- 9. Coordinate the consolidated Brigade Training Conferences in Region 2**



MOPA DIVISION



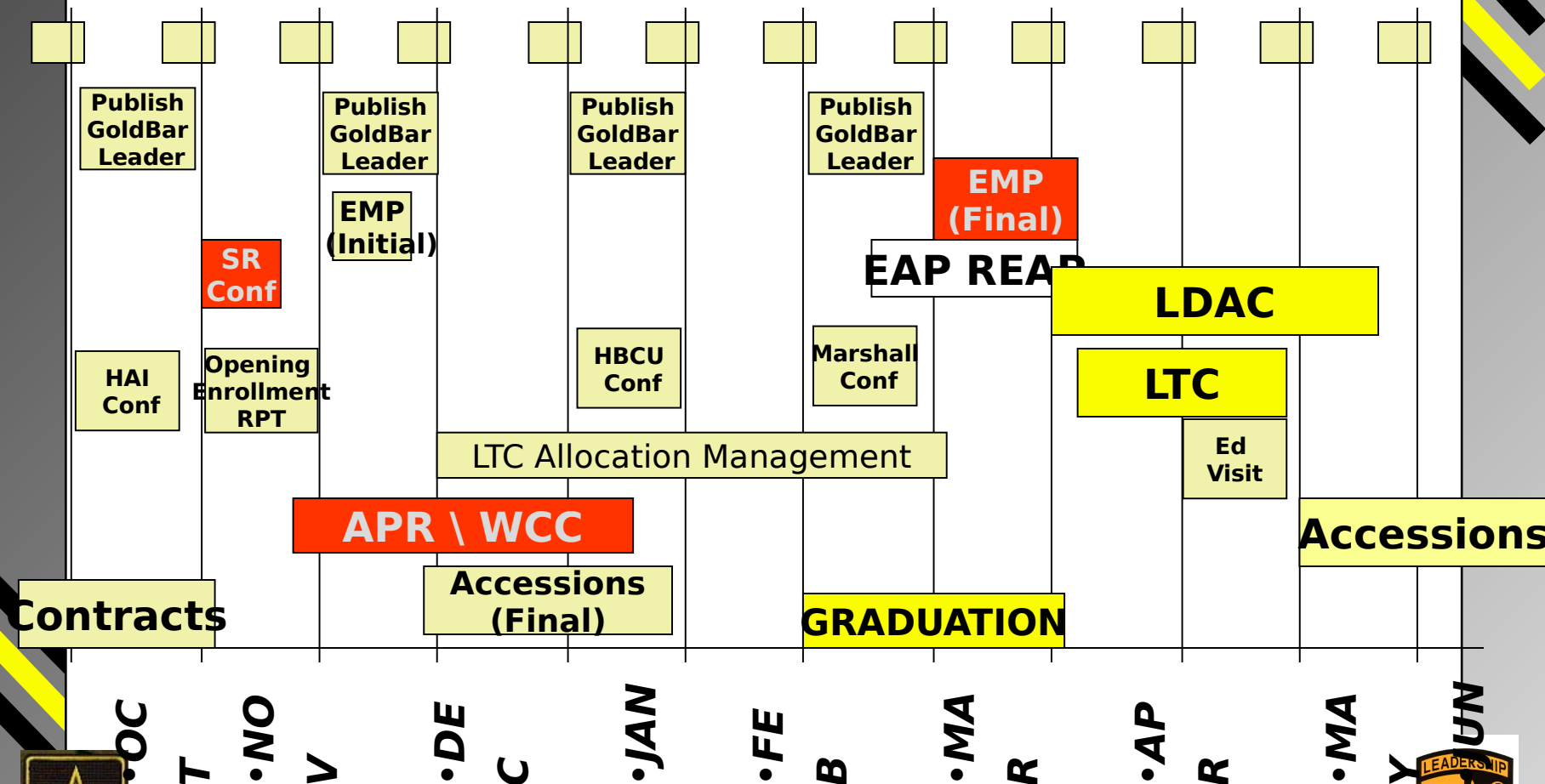
Division Battle Rhythm

- **SEP - NOV: Tracking LTC contracts, Senior Training Conference**
- **OCT - MAY: Assistance visits\inspections**
- **NOV - FEB: Opening enrollments & APR process**
- **FEB - JUL: LTC allocations and Tracking**
- **FEB - APR: George C. Marshall Conference**
- **APR - AUG: LDAC prep & execution for PAO and Ed Visit**
- **All Year: Marketing planning & execution cycle**
 - **EMP review, REAP approval, trimester orders etc.**



Battle Rhythm

(Monthly) - CIP Visits- MSMR- Trimester Orders - (Monthly)



MOPA Functional Responsibility

Marketing

- CCR 145-4
Enroll/Market/Publicity
- CCR 145-17 Recruiting and Enrollment Planning
- CIP & Assistance Visits
- Budget Oversight
- MAP/LAPS Review and Approval
- Market Analysis
- Region Marketing Guidance (yearly)
- REAP proponent (yearly)
- Advertising Processing
- Administration/Payment of Commissions

Operations

- LAPS SME
- CCR 145-8-1 RGN CIP Checklist
- CCR 145-8-2 BN CIP Checklist
- CCR 145-8-4 BDE CIP Checklist
- CCR 145-1 Scholarships
- CIP & Assistance Visits
- Scholarships Oversight
- Rock Wall Oversight
- BCFS
- Partnership Agreements
- TDA tracking for APR \ WCC
- School Closures
- LDAC Educators' Visit
- LTC Educators' Visit
- Annual Training Conference

Recruiting

- CCR 145-6 G2G
- CCR 145-10 GRFD
- CCR 145-17 Recruiting and Enrollment Planning
- CIP & Assistance Visits
- HAI, HBCU SME
- National Assets Tracking
- University & College Fairs
- Monitor ROO Training & Certification
- NRL & SMART Oversight
- Green to Gold oversight

Analysis

- CCR 145-16 Mission Management
- Targeted Missioning
- Analytical models
- Retention
- MSMR (monthly)
- Annual Program Review (APR) - TMMC
- Market Analysis
- LTC & ACCT Management
- CCIMS Accuracy & Reporting
- Review opening enrollment
- HAI, MJC, HBCU Analysis
- EMP SME
- Missioning
- MJC SME and 2+2
- Monitor Contract Mission Achievement

Public Affairs

- AR 360-1 The Army Public Affairs Program
- Goldbar Leader \ Warrior Leader
- Hometown News Release
- Warrior Forge Yearbook
- Region Web Review - SAPP
- Battalion Web Site \ Newsletter oversight
- PAO Coverage
- Media Response \ Guidance
- Marshall Award Conference
- IMPAC Credit Card Holder

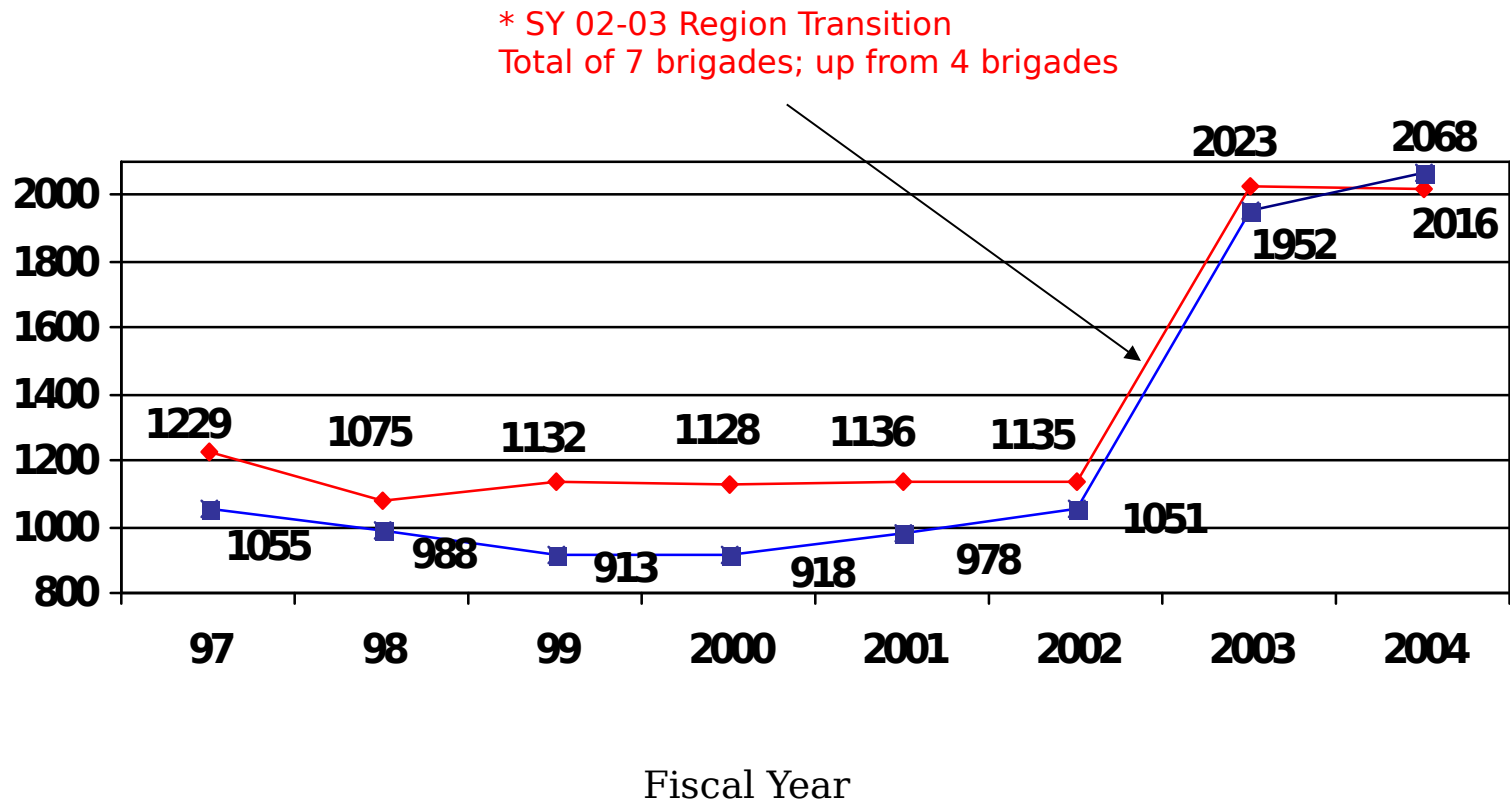
Division Chief

- OERs \ Performance \ Awards \ Leave
- MOPA Time Cards \ Leave
- Leo Burnett Oversight \ QC
- Nurse Liaison
- ARNG Liason
- USAR Liason
- LDAC PMS Orientation



Western Region Commissions

of 2LTs



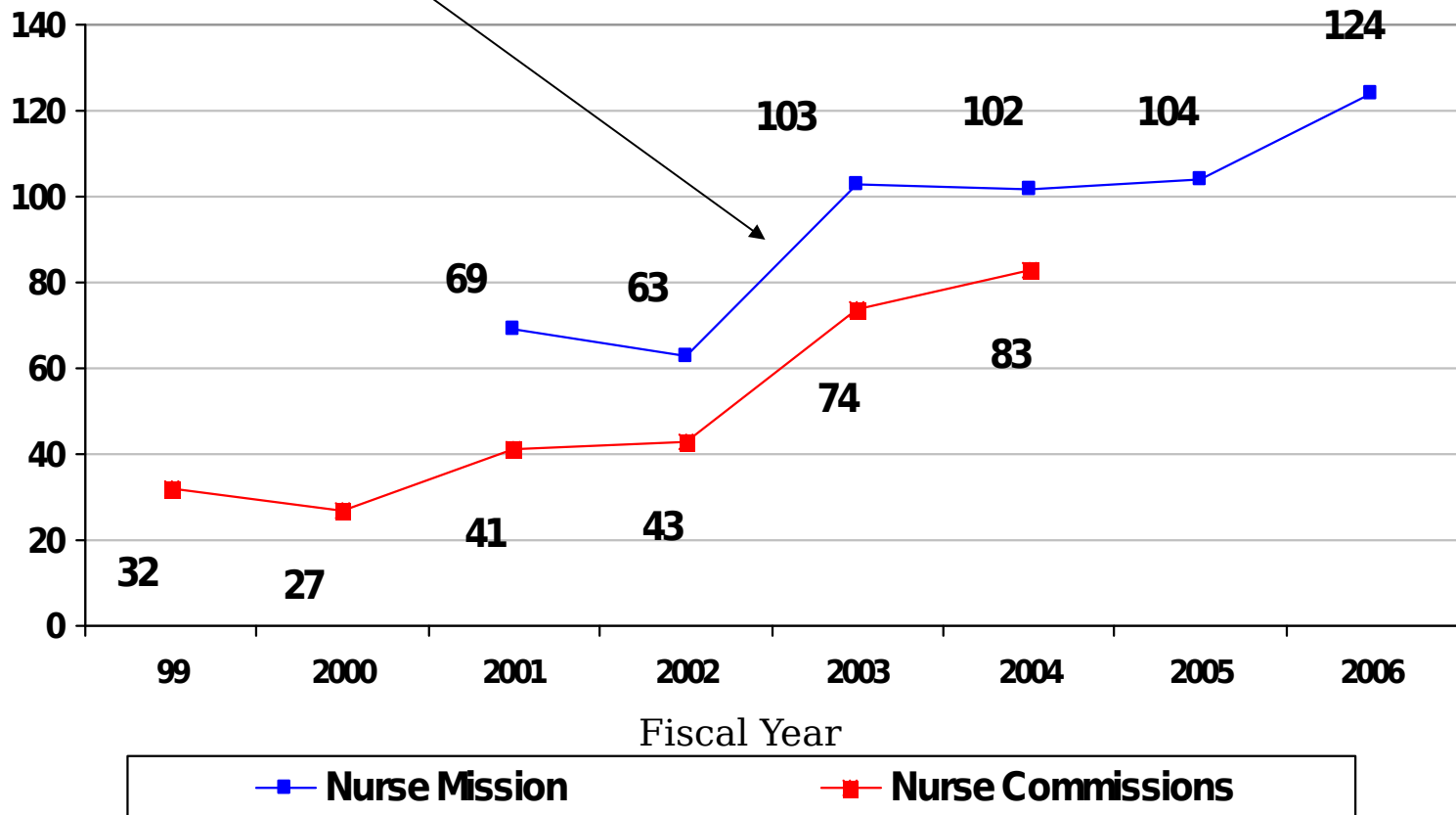
◆ 4th Region \ Western Region Mission ■ Production

*Data as of 1 OCT 04



Western Region Nurse Commission

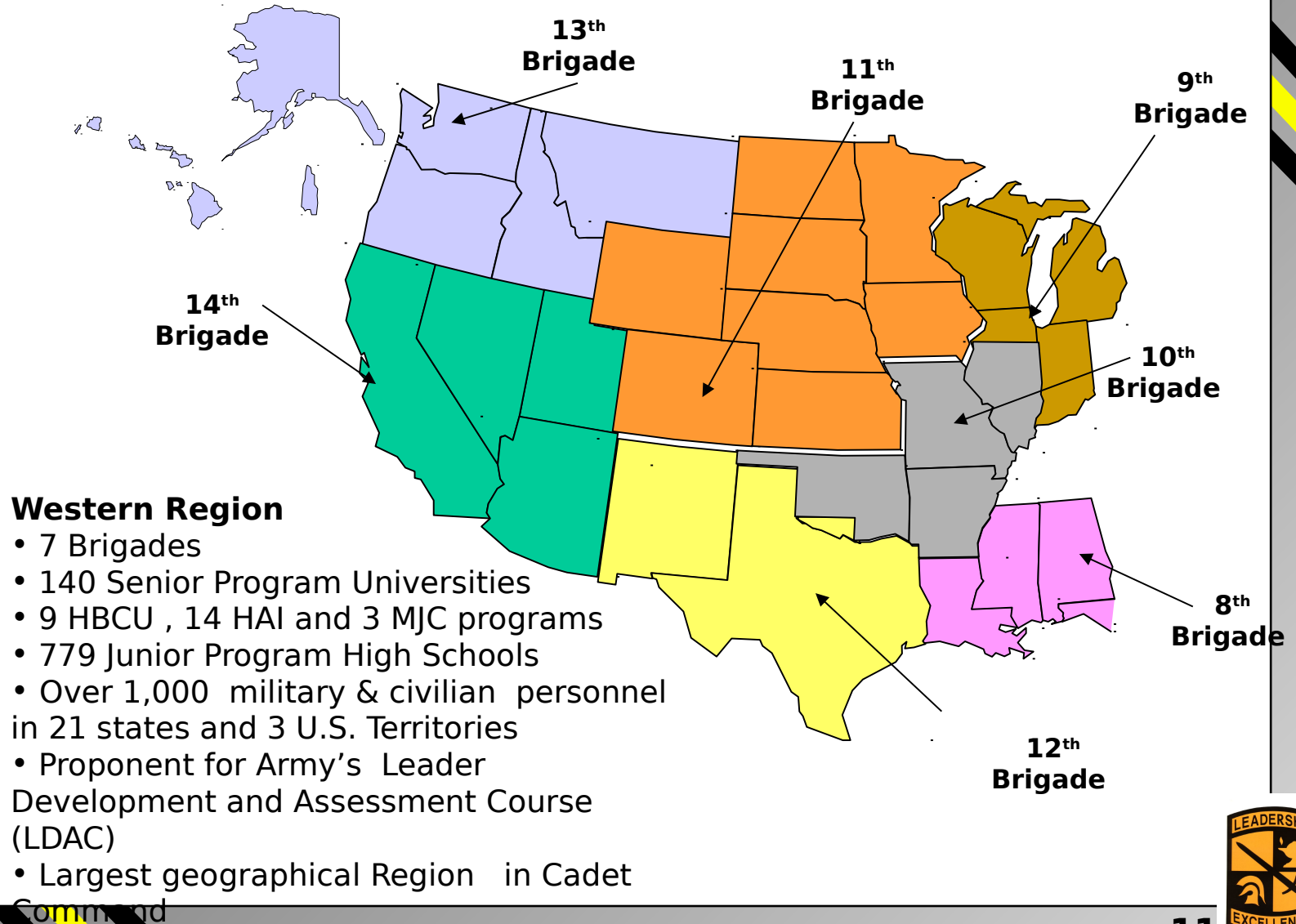
* SY 02-03 Region Transition
Total of 7 brigades; up from 4 brigades



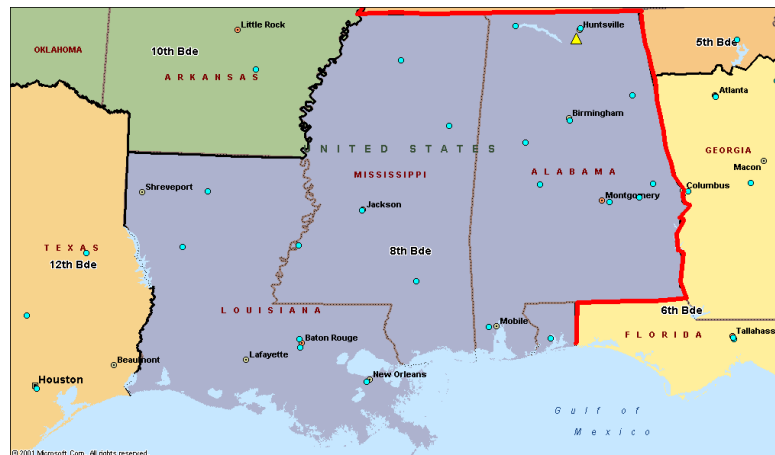
*Data as of 1 OCT 2004



Western Region Organization



8th Brigade - 21 Battalions



ALABAMA A&M UNIVERSITY	SOUTHERN UNIVERSITY& A&M COLLEGE
ALCORN STATE UNIVERSITY	THE UNIVERSITY OF ALABAMA
AUBURN UNIVERSITY	TULANE UNIVERSITY
AUBURN UNIVERSITY AT MONTGOMERY	TUSKEGEE UNIVERSITY
GRAMBLING STATE UNIVERSITY	UNIVERSITY OF ALABAMA - BIRMINGHAM
JACKSON STATE UNIVERSITY	UNIVERSITY OF MISSISSIPPI
JACKSONVILLE STATE UNIVERSITY	UNIVERSITY OF NORTH ALABAMA
LOUISIANA STATE UNIVERSITY	UNIVERSITY OF SOUTH ALABAMA
MARION MILITARY INSTITUTE	UNIVERSITY OF SOUTHERN MISSISSIPPI
MISSISSIPPI STATE UNIVERSITY	UNIVERSITY OF WEST FLORIDA
NORTHWESTERN STATE UNIVERSITY	



9th Brigade - 21st Division

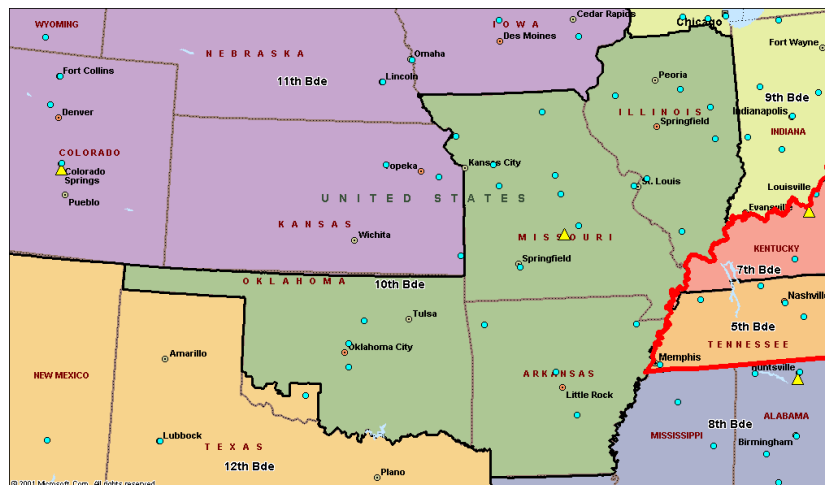
Battalions



BALL STATE UNIVERSITY	ROSE-HULMAN INSTITUTE OF TECHNOLOGY
CENTRAL MICHIGAN UNIVERSITY	UNIVERSITY OF ILLINOIS AT CHICAGO
EASTERN MICHIGAN UNIVERSITY	UNIVERSITY OF MICHIGAN
INDIANA UNIVERSITY	UNIVERSITY OF NOTRE DAME
INDIANA UNIVERSITY-PURDUE UNIVERSITY INDIANAPOLIS	UNIVERSITY OF WISCONSIN-LA CROSSE
MARQUETTE UNIVERSITY	UNIVERSITY OF WISCONSIN-MADISON
MICHIGAN STATE UNIVERSITY	UNIVERSITY OF WISCONSIN-OSHKOSH
MICHIGAN TECHNOLOGICAL UNIVERSITY	UNIVERSITY OF WISCONSIN-STEVENSON
NORTHERN ILLINOIS UNIVERSITY	WESTERN MICHIGAN UNIVERSITY
NORTHERN MICHIGAN UNIVERSITY	WHEATON COLLEGE
PURDUE UNIVERSITY	



10th Brigade - 22 Battalions



ARKANSAS STATE UNIVERSITY	UNIVERSITY OF ARKANSAS
CENTRAL MISSOURI STATE UNIVERSITY	UNIVERSITY OF ARKANSAS PINE BLUFF
EASTERN ILLINOIS UNIVERSITY	UNIVERSITY OF CENTRAL ARKANSAS
ILLINOIS STATE UNIVERSITY	UNIVERSITY OF CENTRAL OKLAHOMA
LINCOLN UNIVERSITY	UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN
MISSOURI WESTERN STATE COLLEGE	UNIVERSITY OF MISSOURI-COLUMBIA
OKLAHOMA STATE UNIVERSITY	UNIVERSITY OF MISSOURI-ROLLA
SOUTHERN ILLINOIS UNIVERSITY AT CARBONDALE	UNIVERSITY OF OKLAHOMA
SOUTHERN ILLINOIS UNIVERSITY AT EDWARDSVILLE	WASHINGTON UNIVERSITY
SOUTHWEST MISSOURI STATE UNIVERSITY	WENTWORTH MILITARY ACADEMY & JUNIOR COLLEGE
TRUMAN STATE UNIVERSITY	WESTERN ILLINOIS UNIVERSITY



11th Brigade - 20 Battalions



COLORADO STATE UNIVERSITY	UNIVERSITY OF COLORADO
CREIGHTON UNIVERSITY	UNIVERSITY OF COLORADO AT COLORADO SPRINGS
IOWA STATE UNIVERSITY	UNIVERSITY OF IOWA
KANSAS STATE UNIVERSITY	UNIVERSITY OF KANSAS
MINNISOTA STATE UNIVERSITY MANKATO	UNIVERSITY OF MINNESOTA-TWIN CITIES
NORTH DAKOTA STATE UNIVERSITY	UNIVERSITY OF NEBRASKA-LINCOLN
PITTSBURG STATE UNIVERSITY	UNIVERSITY OF NORTH DAKOTA
SAINT JOHN'S UNIVERSITY MINNESOTA	UNIVERSITY OF NORTHERN IOWA
SOUTH DAKOTA SCHOOL OF MINES AND TECHNOLOGY	UNIVERSITY OF SOUTH DAKOTA
SOUTH DAKOTA STATE UNIVERSITY	UNIVERSITY OF WYOMING



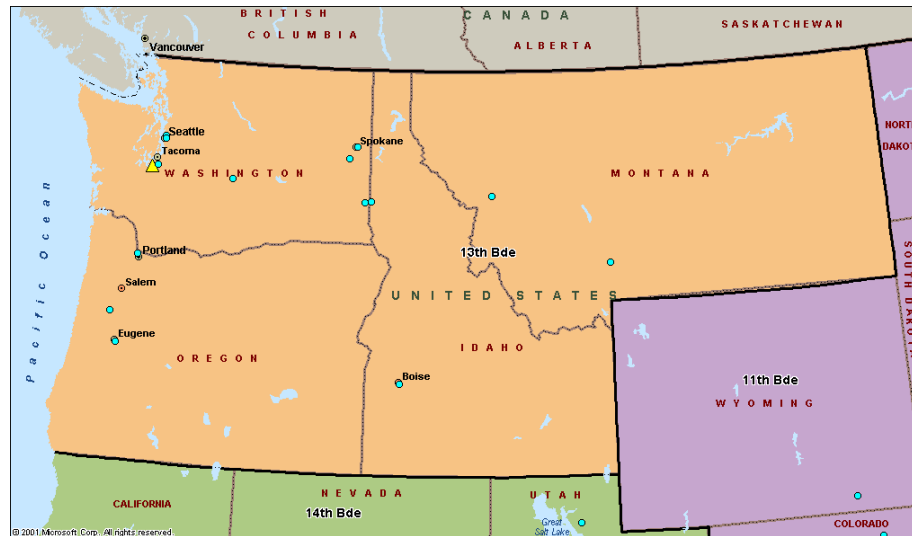
12th Brigade - 20 Battalions



CAMERON UNIVERSITY	TEXAS A&M UNIVERSITY AT KINGSVILLE
NEW MEXICO MILITARY INSTITUTE	TEXAS CHRISTIAN UNIVERSITY
NEW MEXICO STATE UNIVERSITY	TEXAS TECH UNIVERSITY
PRAIRIE VIEW A&M UNIVERSITY	THE UNIVERSITY OF TEXAS AT ARLINGTON
SAINT MARY'S UNIVERSITY	THE UNIVERSITY OF TEXAS AT AUSTIN
SAM HOUSTON STATE UNIVERSITY	UNIVERSITY OF HOUSTON
SOUTHWEST TEXAS STATE UNIVERSITY	UNIVERSITY OF NEW MEXICO
STEPHEN F AUSTIN STATE UNIVERSITY	UNIVERSITY OF TEXAS AT EL PASO
TARLETON STATE UNIVERSITY	UNIVERSITY OF TEXAS AT SAN ANTONIO
TEXAS A&M UNIVERSITY	UNIVERSITY OF TEXAS PAN AMERICAN



13th Brigade - 17 Battalions



BOISE STATE UNIVERSITY	UNIVERSITY OF ALASKA FAIRBANKS
CENTRAL WASHINGTON UNIVERSITY	UNIVERSITY OF GUAM
EASTERN WASHINGTON UNIVERSITY	UNIVERSITY OF HAWAII AT MANOA
GONZAGA UNIVERSITY	UNIVERSITY OF IDAHO
MONTANA STATE UNIVERSITY	UNIVERSITY OF OREGON
OREGON STATE UNIVERSITY	UNIVERSITY OF PORTLAND
PACIFIC LUTHERAN UNIVERSITY	UNIVERSITY OF WASHINGTON
SEATTLE UNIVERSITY	WASHINGTON STATE UNIVERSITY
THE UNIVERSITY OF MONTANA	



14th Brigade - 19 Battalions



ARIZONA STATE UNIVERSITY	UNIVERSITY OF CALIFORNIA-BERKELEY
BRIGHAM YOUNG UNIVERSITY	UNIVERSITY OF CALIFORNIA-DAVIS
CALIFORNIA POLYTECHNIC STATE UNIVERSITY-SAN LUIS OBISPO	UNIVERSITY OF CALIFORNIA-LOS ANGELES
CALIFORNIA STATE UNIVERSITY-FRESNO	UNIVERSITY OF CALIFORNIA-SANTA BARBARA
CALIFORNIA STATE UNIVERSITY-FULLERTON	UNIVERSITY OF NEVADA
CLAREMONT MCKENNA COLLEGE	UNIVERSITY OF SAN FRANCISCO
NORTHERN ARIZONA UNIVERSITY	UNIVERSITY OF SOUTHERN CALIFORNIA
SAN DIEGO STATE UNIVERSITY	UNIVERSITY OF UTAH
SANTA CLARA UNIVERSITY	WEBER STATE UNIVERSITY
UNIVERSITY OF ARIZONA	

